

CONTRACT

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

GMMB/Greer Margolis Mitchell & Burns
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

<u>Contract / Revision</u> 546154 /		<u>Alt Order #</u> 07874847
<u>Product</u> HIRSCHBIEL/C/D		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> 108/113/1222
<u>Advertiser</u> Hirschbiel/D/State House		<u>Original Date / Revision</u> 10/19/12 / 10/19/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u> 106	<u>Product Code</u> 113
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	10/23/12	10/28/12	NewsChannel 3 News	5-6am		:30			NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$165.00			
2	3	10/23/12	10/28/12	Newschannel 3 News	6-7am		:30			NM	4	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$220.00			
3	3	10/23/12	10/28/12	CBS This Morning	7-9a		:30			NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$140.00			
4	3	10/23/12	10/28/12	Overnight Rotator	430-5am		:30			NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWT---				1	\$15.00			
5	3	10/23/12	10/28/12	Lat's Make A Deal 9am	9-10am		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				1	\$470.00			
6	3	10/23/12	10/28/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
7	3	10/23/12	10/28/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
8	3	10/23/12	10/28/12	CBS Daytime	1228-3pm		:30			NM	0	\$0.00
9	3	10/23/12	10/28/12	Early Show Saturday	9-11am		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$70.00			
10	3	10/23/12	10/28/12	CBS Sunday Morning	9-1030am		:30			NM	0	\$0.00
11	3	10/23/12	10/28/12	Face the Nation	1030-11am		:30			NM	0	\$0.00
12	3	10/23/12	10/28/12	Ellen Degeneres 3pm	3-4pm		:30			NM	2	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$270.00			
13	3	10/23/12	10/28/12	NewsCh 3 News First @ 4p	358-5pm		:30			NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$315.00			
14	3	10/23/12	10/28/12	Newschannel 3 News	5-530pm		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$400.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
546154 /	07874847

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	HIRSCHBIEL/C/D	106/113/1222

<u>Advertiser</u>	<u>Original Date / Revision</u>
Hirschbiel/D/State House	10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 15	3	10/23/12	10/28/12	Newschannel 3 News	530-6pm		:30			NM	2	\$940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$470.00			
E 16	3	10/23/12	10/28/12	Newschannel 3 News	6-630pm		:30			NM	2	\$1,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$590.00			
E 17	3	10/23/12	10/28/12	7-730pm	7-730pm		:30			NM	2	\$2,330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$1,165.00			
D 18	3	10/23/12	10/28/12	M-F 730-8pm	730p-8pm		:30			NM	0	\$0.00
D 19	3	10/23/12	10/28/12	Sunday Prime	7-8pm		:30			NM	0	\$0.00
D 20	3	10/29/12	10/29/12	Monday Prime	9-10pm		:30			NM	0	\$0.00
D 21	3	10/23/12	10/28/12	NCIS	8-9pm		:30			NM	0	\$0.00
D 22	3	10/23/12	10/28/12	Wednesday Prime	8-9pm		:30			NM	0	\$0.00
E 23	3	10/23/12	10/28/12	Thursday Prime	10-11pm		:30			NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,275.00			
D 24	3	10/23/12	10/28/12	Friday Prime	10-11pm		:30			NM	0	\$0.00
E 25	3	10/23/12	10/28/12	Sunday Prime	8-9pm		:30			NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,275.00			
E 26	3	10/23/12	10/28/12	Late News (M-F)	11-1135p		:30			NM	2	\$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$395.00			
E 27	3	10/23/12	10/28/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----SS				2	\$295.00			
E 28	3	10/23/12	10/28/12	Late Night with David Letterman	1135pm-1235am		:30			NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$165.00			
D 29	3	10/23/12	10/28/12	1135pm-1205am	1135pm-1205am		:30			NM	0	\$0.00
E 30	3	10/23/12	10/28/12	NCAA Football	330-7pm		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$625.00			
D 31	3	10/23/12	10/28/12	Redskins Coaches Show	1130a-12p		:30			NM	0	\$0.00
E 32	3	10/23/12	10/28/12	NFL Football (Early)	1-4		:30			NM	1	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$2,375.00			
E 33	3	10/29/12	10/29/12	NewsChannel 3 News	5-8am		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$165.00			
E 34	3	10/29/12	10/29/12	NewsChannel 3 News	6-7am		:30			NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$220.00			
D 35	3	10/29/12	10/29/12	CBS This Morning	7-9a		:30			NM	0	\$0.00
D 36	3	10/29/12	10/29/12	Overnight Rotator	430-5am		:30			NM	0	\$0.00
E 37	3	10/29/12	10/29/12	Let's Make A Deal 9am	9-10am		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		10/29/12	10/29/12	M-----				1	\$470.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
546154 /	07874847

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	HIRSCHBIEL/C/D	106/113/1222

<u>Advertiser</u>	<u>Original Date / Revision</u>
Hirschbiel/D/State House	10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$470.00			
D 38	3	10/29/12	10/29/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
D 39	3	10/29/12	10/29/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
D 40	3	10/29/12	10/29/12	CBS Daytime	1228-3pm		:30			NM	0	\$0.00
E 41	3	10/29/12	10/29/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$270.00			
E 42	3	10/29/12	10/29/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1	\$316.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$315.00			
E 43	3	10/29/12	10/29/12	Newschennel 3 News	530-6pm		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$470.00			
E 44	3	10/29/12	10/29/12	Newschannel 3 News	5-530pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$400.00			
E 45	3	10/29/12	10/29/12	Newschannel 3 News	6-630pm		:30			NM	1	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$590.00			
D 46	3	10/29/12	10/29/12	7-730pm	7-730pm		:30			NM	0	\$0.00
D 47	3	10/29/12	10/29/12	M-F 730-8pm	730p-8pm		:30			NM	0	\$0.00
E 48	3	10/29/12	10/29/12	Late News (M-F)	11-1135p		:30			NM	1	\$395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Waek</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$395.00			
E 49	3	10/29/12	10/29/12	Late Night with David Letterm	1135pm-1235am		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$165.00			
N 50	3	10/23/12	10/28/12	M-F 730-8pm	730p-8pm		:30			NM	2	\$2,330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$1,165.00			
N 51	3	10/29/12	10/29/12	M-F 730-8pm	730p-8pm		:30			NM	1	\$1,165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,165.00			
Totals											49	\$23,125.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	38	\$18,500.00	\$15,725.00
10/29/12 - 10/29/12	11	\$4,625.00	\$3,931.25
Totals	49	\$23,125.00	\$19,656.25

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.